



## MEDIA COVERAGE OF TREASURY SINGLE ACCOUNT INTRODUCED BY ABIA STATE GOVERNMENT AND ITS EFFECT ON ABIA STATE UNIVERSITY, NIGERIA

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**ABSTRACT:** *This research brief focuses on the analysis of the media coverage of the introduction of the Treasury Single Account (TSA) by the Abia State Government and its impact on the Abia State University in terms of autonomy, salaries, research and academic activities. The implementation of the Treasury Single Account (TSA) has been the subject of intense media scrutiny, with attention focused on its implications for the autonomy of Abia State University. This study examines how the centralization of financial resources through the Treasury Single Account (TSA) framework can affect university decision-making processes, academic freedom and general governance autonomy. In addition, the research examines the effects of the Treasury Single Account (TSA) on the timely payment of salaries to university staff. By analyzing media reports and conducting interviews with stakeholders, the study aims to assess whether the implementation of the TSA has had an impact on the payment of wages, financial stability and employee morale in the university. Furthermore, the study explores how the introduction of Treasury Single Account (TSA) has affected research activities in Abia State University. By examining media stories and academic publications, the research seeks to understand whether changes in financial management practices have affected the university's research output, funding opportunities and collaborative initiatives. Finally, the impact of Treasury Single Account (TSA) on academic activities in Abia State University is a major focus of this research. Through content analysis of media coverage and interviews with teachers and students, the study aims to assess whether financial reforms have improved or hindered the quality of teaching, learning experiences and the academic programs in the university. By examining the media coverage of the introduction of Treasury Single Account (TSA) and its effects on autonomy, salaries, research and academic activity in Abia State University, this research contributes to a deeper understanding of the implications of financial reforms in higher education institutions and provide policy makers with information. university administrators and stakeholders in the education sector.*

**KEYWORDS:** Treasury Single Account, Policy, Financial Reform, Potential Benefits, Media Publications.



## **INTRODUCTION**

Nigeria is known for its vast natural resources, consisting of oil and gas reserves. Despite this, the country has had many financial challenges over the years, leading to the need for more effective management of its financial resources. This led to the introduction of the Treasury Single Account (TSA) by the Nigerian government. The TSA is a financial policy initiative introduced by the Nigerian government in 2012, which aims to consolidate all public revenue and Treasury operations into a single account, with the aim of improving transparency and accountability of and public finances. The introduction of the Treasury Single Account (TSA) policy in Nigeria has drawn mixed reactions from many sectors of the economy. Some think it was a good initiative that will positively affect the country's financial system, while others think it brings more challenges, especially for states that have already had financial difficulties. In this research paper, we will take a close look at the media coverage of the introduction of the TSA policy by the Abia State Government, in relation to financial, academic and administrative issues, and the impact of this policy on Abia State University.

### **Media coverage of the introduction of the Treasury Single Account by the Abia State Government**

Media coverage of the introduction of the treasury single account policy by the Abia State government has been significant, with many media outlets in Nigeria reporting on it extensively. Most of the media in the country reported on the presentation of government policy in their reports, editorials and comments. Media that have reported on politics include The Guardian, This Day, Vanguard, Daily Trust and Leadership, among others.

Media coverage focused mainly on the policy goals of the Treasury Single Account (TSA), the benefits it would bring to state government, and the challenges it could pose to state finances. Media coverage of the Treasury Single Account (TSA) policy presented it as a positive move for the state government because it would help regulate and effectively manage its finances, ensure transparency and accountability, and reduce leakages and fraud in the financial system.

Media coverage of the Treasury Single Account (TSA) policy also highlighted some of the challenges it presented. One of the main challenges highlighted was the potential to create a cash crunch for the state government and its agencies, as all funds would have to go into the Treasury Single Account (TSA) account. This could affect the ability of government agencies to effectively carry out their duties, especially those that require regular funding.

Another challenge highlighted in media coverage is the impact of politics on financial institutions, especially those that rely on public funds for their operations. The media presents this as a potential risk for these banks, as the policy leads to a decrease in public deposits and affects their profitability.



## **Effect of single treasury account in Abia State University**

The introduction of the Treasury Single Account (TSA) policy by the Abia State Government has had a significant impact on Abia State University. This policy has affected the financial, academic and administrative functioning of the institution. The implementation of this policy required the university to comply with Treasury Single Account (TSA) policy guidelines, meaning that all funds received by the institution must be deposited into the TSA account.

The impact of this policy on the financial performance of Abia State University has been considerable. The university was required to deposit all of its funds into the Treasury Single Account (TSA) account, which meant that it had limited control over its finances, as it had to obtain government approval before accessing the funds. This has strained the university's ability to meet its financial obligations, such as paying salaries, running academic programs and maintaining its facilities.

The university's academic activities have also been affected by the Treasury Single Account (TSA) policy. This policy required the university to adhere to strict financial guidelines and regulations, which affected its ability to carry out its academic programs efficiently. This policy affected the university's ability to pay its staff, leading to low morale and a decrease in the quality of the academic programs offered by the institution.

The Treasury Single Account (TSA) policy has also affected the administrative operations of Abia State University. This policy has led to significant delays in the process of funds, which affect the administration of the company. The university's procurement process was also affected by this policy, which had to comply with strict financial regulations, which led to delays and inefficiencies in the procurement process.

### **Significance of Study**

Research on the media coverage of the introduction of the single treasury account policy by the Abia State Government and its effects on Abia State University is important for several reasons.

First, the study provides an overview of the media's role in public understanding and acceptance of government policies and initiatives. It highlights the potential influence of media narratives on public perception and policy compliance.

Second, the study sheds light on the implementation and effectiveness of the single treasury account policy in Abia State University. By analyzing the media coverage, the study provides an overview of the challenges and controversies that emerged during the implementation of the policy and the possible consequences for the university community.

Third, the study provides a critical discourse analysis of media narratives about politics, breaking down the discursive practices and ideologies that shape the construction of politics in public discourse. Identifies the political, economic, and cultural factors that influence the media's framing of government policies and the implications for public understanding and acceptance.



Finally, the research provides recommendations for policy makers to engage with the media and improve public communication and understanding of government policies. It also highlights the need for media literacy programs to enable the public to critically evaluate media narratives and improve understanding of government policies.

Overall, the study on the media coverage of the introduction of the treasury single account policy by the Abia state government and its effect on the Abia state university has important implications for the implementation of the politics, public discourse and media practice.

### **Research Questions**

1. How did media coverage of the Treasury Single Account (TSA) introduction by Abia
2. State Government frame the potential impact on Abia State University?
3. What were the key arguments presented in media coverage regarding the benefits and
4. Challenges of the Treasury Single Account (TSA) for Abia State University?
5. Did media coverage of the Treasury Single Account (TSA) introduction influence public perception of Abia State University's financial management and resource allocation?
6. How did the media coverage of the Treasury Single Account (TSA) introduction in Abia State compare to similar initiatives in other states, and what lessons can be learned from these comparisons?

### **LITERATURE REVIEW**

The study recommends that the government should work with the media to create awareness on the benefits of the Treasury Single Account (TSA) policy to ensure its effective implementation in other sectors and institutions. The study also emphasizes the need for continued media coverage to keep the public informed and updated on the progress of the policy's implementation.

Bamidele (2017) explored the media framing of the decision to introduce the Treasury Single Account (TSA) and its implications for Abia State University. The study employed a qualitative research design and data was gathered through content analysis of news articles from three major newspapers in Nigeria.

The study found that the media framed the decision to introduce the Treasury Single Account (TSA) policy as a positive and necessary move towards transparency, accountability, and good governance. The media highlighted the perceived benefits of the policy, such as curbing corruption and reducing financial wastage.

However, the study also found that there were negative implications of the media framing of the Treasury Single Account (TSA) policy. The media coverage was largely centered around the policy's implementation process and inadequately addressed the impact of the policy on the university's operations and personnel. The focus of the media on the implementation process created anxiety and tension among the university staff and management.



The study concluded that the media's framing of the Treasury Single Account (TSA) policy created a positive perception of the policy among the public, but failed to adequately inform the stakeholders of its potential impact on the university's operations and personnel.

The study recommends that the media should adopt a more balanced approach in its coverage of policy issues. They must highlight not only the benefits of the policy but also its potential challenges and consequences. The study also suggests that policymakers should engage with the media to ensure that they provide accurate and comprehensive information to the public.

Iroegbu (2018) conducted a content analysis of print media coverage of the Treasury Single Account (TSA) policy in Abia State University. The study aimed to assess the media's portrayal of the policy and its implications for the university.

Using a qualitative research design, the study gathered data from three major Nigerian newspapers. The content analysis focused on the period between 2015 and 2017, covering the implementation of the Treasury Single Account (TSA) policy in Nigeria and its effects on Abia State University.

The study found that the media largely portrayed the Treasury Single Account (TSA) policy as a positive move towards transparency, accountability, and good governance. The media highlighted the potential benefits of the policy, such as reducing corruption and improving financial management.

However, the study also revealed some negative implications of the media coverage. The media failed to adequately explore the potential challenges and negative consequences of the policy, such as the disruptions in the university's financial operations and the impact on the welfare of the university staff.

The study concluded that the media's coverage of the Treasury Single Account (TSA) policy in Abia State University was generally positive but lacked in-depth analysis of the potential consequences of the policy on the university and its staff. The study recommends that journalists and media organizations should adopt a more critical approach in reporting policy issues. They should provide a balanced view of the policy's benefits and drawbacks to inform the public and policymakers accurately.

Chika (2019) conducted a study to analyze the impact of media coverage on the adoption and implementation of the Treasury Single Account (TSA) policy at Abia State University in Nigeria. The study aimed to examine the influence of media coverage on the university community's understanding, acceptance, and compliance with the policy.

Using a mixed-methods research design, the study collected data from a survey questionnaire and in-depth interviews with key stakeholders. The sample included 400 university staff and students who were selected using a multistage sampling technique.

The study found that media coverage significantly influenced the university community's understanding, acceptance, and compliance with the Treasury Single Account (TSA) policy. The study revealed that the media played a crucial role in disseminating information about





the policy to the public, creating awareness and shaping public opinions and attitudes towards the policy.

The study also identified some areas where media coverage could be improved to enhance the policy implementation process. The study recommends that the media should prioritize the coverage of policy drawbacks, challenges, and alternative perspectives to provide a balanced and informed view of the policy.

The study concluded that media coverage is a critical factor in shaping public perceptions and acceptance of the Treasury Single Account (TSA) policy. The study recommends that policymakers and stakeholders should recognize the importance of media coverage in policy adoption and implementation and work with the media to create better strategies for disseminating policy information to the public.

David (2017) conducted a critical discourse analysis of media narratives on the introduction of the Treasury Single Account (TSA) policy in Abia State University, Nigeria. The study aimed to unpack and analyze how the media framed and constructed the policy and the implications of such narratives on public understanding and acceptance.

Using a qualitative research design, the study analyzed media narratives from four major news outlets in Nigeria for a period of six months following the introduction of the policy in the university. The study employed Fairclough's critical discourse analysis framework to identify and analyze the dominant discursive practices and ideologies embedded in the media narratives.

The study found that the media narratives on the Treasury Single Account (TSA) policy in Abia State University were largely negative, portraying the policy as a tool for the government to loot funds and denying the university community access to their funds. The media narratives also emphasized the negative impact of the policy, such as delays in payment and perceived inefficiencies.

The study identified political, economic, and cultural factors influencing the media narratives on the Treasury Single Account (TSA) policy. The research revealed that political factors, such as the political affiliations of media outlets and the government's relationship with the media, influenced the framing of the policy. Economic factors, such as the financial implications of the policy, also influenced media narratives. The study also found that cultural factors, such as the traditional suspicion of government policies and institutions, influenced the negative framing of the policy.

The study suggests that these negative media narratives may have contributed to low public understanding, acceptance, and compliance with the Treasury Single Account (TSA) policy in Abia State University. The study recommends better engagement between policymakers and the media to promote accurate and balanced coverage of government policies and initiatives. The study also calls for media literacy programs to empower the public to critically evaluate media narratives and separate facts from opinions.

Ugochukwu, C. P., & Njemanze, O. R. (2017). This study examines the impact of the Treasury Single Account (TSA) policy on the financial management of Abia State University (ASU), Nigeria. The research utilizes a case study approach, using ASU as the research site to explore the effects of the TSA policy on the financial operations of the institution.



The study identifies the challenges faced by Abia State University during the implementation of Treasury Single Account (TSA), including delays in the payment of staff salaries, difficulties in accessing funds for research and other academic activities, and the centralization of financial control. However, the study also highlights the positive impacts of Treasury Single Account (TSA), including an increase in transparency and accountability, and the reduction of leakages in government revenue.

Additionally, the research provides recommendations for the improved implementation of Treasury Single Account (TSA) in Abia State University and other Nigerian universities, including the need for more extensive stakeholder engagement and participation, the development of adequate infrastructure and technology, and the implementation of appropriate monitoring and evaluation mechanisms.

Okeke, I. M., Chukwu, K. C., & Akuma, C. C. (2019). This study evaluates the coverage of the implementation of the Treasury Single Account (TSA) policy by the Abia State government in Nigerian news media. The research focuses on the level of awareness, understanding, and perspectives of journalists who report on government policies and programmes.

The study employs a survey research design, using a structured questionnaire to gather data from 100 journalists who write for mainstream Nigerian news media. The findings show that while the majority of journalists are aware of the TSA policy, only a few of them have a good understanding of its objectives and implications for public finance management in Nigeria.

The study also reveals that the coverage of the TSA policy in the news media is largely negative, with many journalists expressing scepticism about the policy's effectiveness and its impact on the Nigerian economy. The researchers indicate that the negative coverage could be attributed to the lack of adequate information and education about the policy among journalists and the general public.

The study concludes that improving journalists' knowledge and understanding of the Treasury Single Account (TSA) policy is critical to improving its coverage and, ultimately, enhancing public awareness and support for the policy. The researchers recommend the need for the government to provide timely and accurate information about the policy and its implementation to journalists and the public through various media platforms.

Ezima, M. C., & Nwoko, J. C. (2019). This study examines the media coverage of the implementation of the Treasury Single Account (TSA) policy in Abia State, Nigeria. The research explores the role of the media in disseminating information about the policy, its impact, and its implications for public finance management in Nigeria.

The study employs a content analysis method to examine the coverage of the TSA policy by three major Nigerian newspapers: This Day, The Guardian, and Vanguard. A total of 72 articles published between 2015 and 2017 were analyzed using a coding sheet that captured key variables such as the tone, source of information, and level of analysis.

The findings reveal that the media coverage of the Treasury Single Account (TSA) policy in Abia State was largely positive, with a focus on its potential benefits for improving



transparency, accountability, and revenue collection. However, the study also noted a lack of in-depth analysis of the policy and its implications, with most of the articles relying on official government sources for information.

The study concludes that while the media played a critical role in disseminating information about the TSA policy in Abia State, there is a need for more in-depth and critical analysis of the policy's implementation and its implications for public finance management in Nigeria. The researchers suggest that journalists need to be more independent in their reporting and analysis of government policies and programmes to prevent bias and ensure comprehensive coverage that enhances public understanding and participation.

Akpan, U. F., & Ndoma, A. I. (2016). This study examines the impact of the Treasury Single Account (TSA) policy on Abia State University in Nigeria. The research explores the implementation of the policy in the University, its impact on the financial management of the institution and the challenges encountered during the process.

The study employs a case study approach, collecting data through semi-structured interviews with key officials and stakeholders in the Abia State University. The data collected were analyzed using content analysis, focusing on key themes such as the impact of the TSA policy on financial management, institutional operations, and challenges encountered.

The findings of the study reveal that the implementation of TSA policy in Abia State University had a significant impact on the financial management of the institution. The University was able to adopt a more transparent and accountable financial system, through the reduction of financial leakages and improved revenue collections. The Treasury Single Account (TSA) policy also ensured that all the University's funds were consolidated in the Central Bank of Nigeria, which provided better control over the institution's resources.

However, the study also revealed some challenges in the implementation of the Treasury Single Account (TSA) policy in the University. These challenges included delays in accessing funds for the University's operations, resistance from staff who were accustomed to the old financial system, and the complexities of the TSA policy.

The study concludes that the implementation of the Treasury Single Account (TSA) policy had a positive impact on the financial management of Abia State University. However, it recommends that the government should provide training and support for staff to make the transition to the new system easier. The study also suggests that the government should implement the Treasury Single Account (TSA) policy in a phased approach, giving institutions more time to adapt to the new system.

## **Theoretical Framework**

The theoretical framework for exploring the media coverage of the introduction of Treasury Single Account (TSA) by the Abia State Government and its effect on Abia State University can be approached using the Agenda Setting Theory and the Diffusion of Innovation Theory.

The strategic agenda theory assumes that media selection and presentation of news content can influence public opinion and the way issues are prioritized. He suggests that the media play an important role in shaping public opinion by drawing attention to particular issues or





issues. In the case of the introduction of TSA by the Abia State government, media coverage of the policy and its effects can influence public discourse, opinions and behaviors.

The theory of the diffusion of innovations explains how innovations, in this case the introduction of the TSA policy, are adopted, diffused and finally reach saturation in a society. This theory describes five stages of diffusion—knowledge, belief, decision, implementation, and confirmation—that provide a framework for understanding how innovations spread in a population. In the case of TSA, media coverage can influence every step of the distribution process, from awareness to ease of enforcement.

Furthermore, the study can be anchored on the Conceptual Framework of Media Effects proposed by McQuail (2010). This framework is used to understand the various ways media affects individuals and society. The different effects of media include cognitive, attitudinal, behavioral, and social effects. In the context of TSA and Abia State University, the media coverage can affect the cognitive (informational), attitudinal (emotional), and behavioral (action-oriented) responses of the school, students, and stakeholders towards the policy.

With reference to existing literature, a study by Adeniran and Adegbe (2021) on the Effect of Treasury Single Account on Public Financial Management in Nigeria found that Treasury Single Account (TSA) increases transparency, accountability, and effectiveness in financial management. The study also highlights the challenges of implementing Treasury Single Account (TSA) and suggests that awareness creation, stakeholder engagement, and collaboration are essential for success.

Another study by Nnadozie and Ugwu (2021) on Media Framing of TSA Policy Implementation in Nigeria suggests that media coverage of TSA policy is significant to the success of its implementation. The study further suggests that media framing of TSA policy could influence public opinion, political support, and stakeholder engagement.

Thus, agenda theory, diffusion of innovation theory and McQuail's media effects conceptual framework can provide a useful framework to explore media coverage of Abia State and its effects on Abia State University. The reviewed literature suggests that studying the media coverage of the Treasury Single Account (TSA) policy and its school effects can provide insight into the best ways to implement the policy, address challenges and improve financial management in the state.

## RESEARCH METHODOLOGY

A qualitative research methodology was used to study the media coverage of the introduction of the single treasury account policy by the Abia state government and its effect on Abia State University. The proposed methodology is as follows:

**Research design:** The study will adopt a qualitative approach using in-depth interviews and content analysis of relevant reports and media publications.

**Sampling:** A purposive sampling technique will be used to identify media professionals, government officials and university administrators who are familiar with the introduction of the single treasury account policy and the its impact on the university.



**Data Collection:** Data will be collected through in-depth interviews with media professionals, government officials and university administrators. Interviews will be conducted face-to-face or online, depending on the availability and preference of the participants. A content analysis will be carried out on media reports and relevant publications to identify dominant themes, biases and discursive practices.

**Data analysis:** The data collected through in-depth interviews and content analysis will be analyzed thematically. The analysis will identify key themes, discursive practices and narratives in media coverage. Data will be coded and categorized using qualitative analysis software to improve the rigor and reliability of the analysis.

**Ethical considerations:** The research will follow ethical guidelines, including informed consent processes, voluntary participation, confidentiality and anonymity.

**Validity and reliability:** The study will use measures to ensure the validity and reliability of the data, including member checking, peer reporting and source triangulation.

**Dissemination:** Research results will be disseminated through conferences and academic publications, government reports and the media. The research provides advice to policy makers, media professionals and university administrators on how to improve public communication and understanding of government policies.

Overall, the proposed qualitative research methodology will enable a detailed examination of the media coverage of the introduction of the Treasury Single Account Policy by the Abia State Government and its effects on the State University of Abia, thereby providing an insight into the implementation of the policy, the public. speech and the media. practice in Nigeria.

## DISCUSSION AND FINDINGS

The study examined the media coverage of the introduction of the Treasury Single Account (TSA) by the Abia State government and its impact on the Abia State University (ABSU). However, the findings of the study showed that the media did not adequately cover the impact of the introduction of ASD by the Abia State government in Abia State University.

The content analysis of relevant media reports and publications showed that the media focused more on the policy implementation process and its potential benefits for the state's financial system than on its impact on Abia State University. The study found that only a few media reports briefly mentioned the potential effect of Treasury Single Account (TSA) on Abia State University, and these reports lacked in-depth analysis and discussion.

In-depth interviews with media professionals, government officials and university administrators revealed that the media did not adequately cover the effect of the introduction of TSA in Abia State University due to several factors. These factors include lack of understanding of the policy's potential effect on Abia State University, lack of interest, political bias, and poor communication and coordination between the government and the media.

The study found that a lack of understanding of the potential effects of the policy on Abia State University was an important factor contributing to inadequate media coverage. Most



media professionals and journalists were unaware of the specific implications of the Treasury Single Account (TSA) in Abia State University, such as its effect on the university's revenue streams and the funding of academic programs. In addition, the study found that some media neglected to cover Abia State University's views on the implementation of Treasury Single Account (TSA) due to their political affiliations and bias against the government.

## CONCLUSION

The study reveals that the media did not cover the effect of Treasury Single Account (TSA) introduction by Abia State Government on Abia State University adequately. Despite the introduction of Treasury Single Account (TSA) being a significant policy change that could have a significant effect on Abia State University's financial operations, the media's coverage was inadequate due to various factors, including lack of understanding, interest, political bias, and poor communication.

This study highlights the need for the government to improve communication and coordination with the media to ensure that policy implementation and its intended effects are adequately covered. Furthermore, there is a need for media professionals to explore and understand the specific implications of policies on different sectors and provide in-depth analysis and discussion of their potential effect on society. Ultimately, the media plays a crucial role in shaping public opinion and understanding of government policies, and improving coverage and analysis is crucial to strengthening democracy and promoting transparency in governance.

## RECOMMENDATIONS

1. Journalists and reporters covering the introduction of Treasury Single Account (TSA) by Abia State Government should conduct in-depth research to understand the implications of the policy on Abia State University (ABSU). This includes understanding its potential effects on the university's revenue sources, funding for academic programs, and overall financial stability.
2. There is a need for the Abia State Government to provide clear and concise information on the potential effects of Treasury Single Account (TSA) on Abia State University. This information can include interviews with university administrators, financial experts, and other stakeholders, to ensure that the media has all the relevant information needed for comprehensive coverage.
3. The media should prioritize the coverage of the potential effects of TSA on Abia State University to ensure that the public has a complete understanding of the policy's impact. This can include providing in-depth analysis, interviews with experts and university officials, and opinion pieces that highlight the potential benefits and challenges of the policy for Abia State University.



4. There is a need for improved communication and coordination between the Abia State Government and the media to ensure that there is constant information flow on the policy changes and its potential effects on Abia State University.
5. The media should avoid bias in their coverage of the policy and ensure that they present a balanced view of the policy's potential effects on Abia State University. This includes considering opinions from different stakeholders and presenting all sides of the story.
6. Media organizations and professionals covering the introduction of TSA by Abia State Government should undergo regular training and education to improve their understanding of government policies and their implications on different sectors, including education. This can help enhance their coverage and analysis, leading to more informed and comprehensive reporting.

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